

YANA ILAN

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OBJECTIVE: A senior position within a marketing organization or an ad agency where I can utilize my 10+ years of experience at FORTUNE 500 companies and advertising agencies. Experienced in print and web design and print production, along with a passion for great ideas, creative problem solving and strategic thinking. While my personality allows me to excel in teamwork, client contact and supervisory situations, I offer experience in virtually every facet of our business. Conceptual thinker with extensive branding experience in print, web, and new media as well as hands on experience in direct response, mail, collateral, email and interactive.

PROFESSIONAL EXPERIENCE

FREELANCE ART DIRECTOR 2005 TO PRESENT

SOURCEMEDIA (THOMSON – FINANCIAL) - Conceptualizing and designing special advertisements for various financial publications and conferences.
THE COOPER GROUP

(AN AMERICAN EXPRESS ACCOUNT) - Developing marketing materials to introduce American Express's new ventures such as AMEX Healthcare products, AMEX Publishing, Blue Sky Card, as well as new partnerships and co-promotions with Delta Airlines, Jet Blue, Blockbuster etc.

JAFFE AND PARTNERS

(AN AMERICAN EXPRESS ACCOUNT) - Designed and Art Directed various American Express promotional programs from concepts to final production.

JP MORGAN-CHASE - Created marketing materials to introduce new financial products, complex financial documents: sales aids, brochures

MORGAN STANLEY - Designed booklets, covers, brochures, posters, HTML emails, banners and presentations.

DOW JONES FINANCIAL INFORMATION SERVICES, NEW YORK, NY, 2003-2005

Art Director

- Participated in brainstorming, delivered design concepts and visual strategic direction for brand development and rebranding for new and acquired products such as publications, conferences, reports and databases.
- Established creative services department: hired freelance designers, copywriters, photographers and production artists.
- Created the graphic look and feel for marketing materials: direct mail, media kits, ads, banners, HTML emails.
- Developed branding for variety of products such as Dow Jones Publications (16 publications specializing in financial news), VentureWire family of products (11 publications focusing on venture-backed companies news)
- Developed print advertisements for 6 annual event (direct mail, ads, flyers, brochures and displays)
- Established and maintained partnerships with multiple vendors
- Oversaw the production process including print buying – with a focus on efficiency and costs reduction.
- Developed highly creative solutions under pressure and constantly changing deadlines

METLIFE, NEW YORK, NY, 2002-2003

Senior Graphic Designer / Art Director

- Worked directly with account managers and marketing managers in fast-paced studio, while supporting lines of business for life insurance: Institutional, Dental, Small Business
- Provided quality deliverables on multiple deadline-driven environment with an emphasis on working within budget requirements
- Designed and oversaw production of brochures, sales literature, direct-mail and advertising
- Designed conference support materials: directories, agendas, posters and PowerPoint presentations
- Designed CD-Rom graphic interface and packaging
- Created templates for different lines of business (Disability Insurance, MetBank, MetLife Financial Services, Agencies)
- Produced complicated financial documents involving highly creative montages, graphs, maps and complicated die-cutting layouts

MESSAGEVINE INCORPORATED, NEW YORK, NY 1999-2002

MessageVine is a software company that provides private labeled Instant Messaging systems to Wireless Carriers, ISPs and Internet Portals.

Art Director

- Designed branded "Skins" – a special graphic user interface for customers.
- Developed and maintained the company website, while collaborating with Marketing and upper management.
- Developed the corporate branding and collateral.

DAHAF – ADVERTISING AGENCY, TEL AVIV, ISRAEL, 1996-1999

Dahaf is the Israeli representative of the Bernard Hodes Advertising Global Network and the leading advertising Agency in Israel.

Studio Supervisor, 1996-1999

- Managed a team of three graphic designers and freelancers.
- Managed and collaborated external vendors such as service bureaus, printing workshops and photo-labs.
- Successfully delivered graphic deliverables while meeting tight schedules and customers' satisfaction.
- Designed newspaper ads for clients such as: Coca Cola, Bank Discont, Tel-Aviv city hall and "Channel 2" (TV channel).

EDUCATION

Haifa University, Art Faculty
Sivan Design Academy, Electronic Graphic Design

Haifa, Israel
Tel-Aviv, Israel

SKILLS

QuarkXPress, InDesign, Illustrator, Photoshop, PageMaker, DreamWeaver, Freehand, HTML, Flash, Flightcheck, PowerPoint, MS Office (Word, Excel, etc.)
Charts: Delta Graph, Illustrator. Acrobat Suite: Professional, Distiller. MAC and PC.